

\$2,000,000,000 FOR ROADS AND TRUCKS

Nearly Two Billions to Be Expended in 1920 to Develop These Factors.

By E. A. WILLIAMS, JR.,
President of the Garford Motor Truck Company.

A billion dollars for highway improvement in 1920, coupled with the contemplated production of what may aggregate a billion dollars worth of motor trucks, will go far toward solving the transportation problems which now confront the nation. This is, presented in the nature of a self-evident fact rather than a prophecy.

For the first time in history there is a concerted movement under way throughout the United States for the development of the highways. Since the nation was founded road building has been more or less spasmodic. This has been due to the failure of the people to awaken to the necessity of better roads.

Within the last few years the public's conception of "good roads" has undergone a marked change. With this change came a clearly voiced demand for legislation which would systematically further the development of highways. This demand increased in volume as time went on. Various organizations, directly interested in this vital project, redoubled their efforts. For the first time the Federal Government awakened to the situation and placed the stamp of approval on detailed plans for a nation wide highway system. State Legislatures drafted bills calling for extensive improvements. The voters of several States further expressed their convictions by voting for large road bond issues.

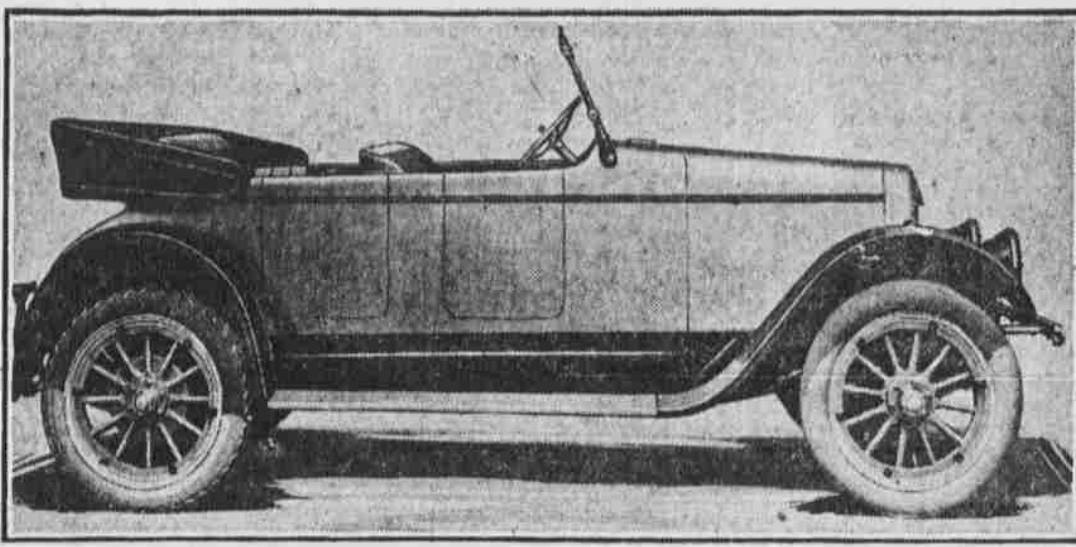
As a result of this concerted movement the nation has to-day approximately \$1,000,000,000 for the improvement of highways, according to accredited reports. This includes funds brought forward from work contracted for but not completed in 1919, funds available from State and county taxes and from aid offered by the Federal Government, one-fifth of the State and county bond issues not before available, one-third of the unexpended balance of State and county bond issues previously available and funds from new bond issues to be voted on early this spring.

The total is four times that expended during any previous year for road construction.

Just how this campaign of improvement will influence transportation and aid in reducing costs, is not difficult to understand. With the coming of better roads will come additional motor truck express lines. The practicability of these routes already has been proved in many communities. Even with the present road conditions they have been found more economical than certain other means of transportation, but it is obvious that their efficiency is retarded by the lack of properly built highways. Their actual performance and the returns therefrom are naturally dependent upon the condition of the roads over which they must travel. In other words, road conditions are factors in determining what we choose to call their "low cost ton mile."

Government reports show clearly that in those localities where improved highways are the rule, the cost of haulage is proportionately lower. For instance in the East North Central States, which boast miles of improved roads, the cost of transportation by motor truck was but nine cents per ton mile. Contrasted with these States are those of the south

Roomy Holmes—4 Passenger Roadster



During the past three years all development in the construction of the Holmes car has been the one idea in mind to bring with roominess, luxury of travel and the satisfaction of the pride element, in a quality motor car, operating costs which have hitherto been associated with small cars of restricted comfort.

We were aided greatly in this by the use of the air cooled motor, which in Atlantic section, where there are a limited number of improved roads. There the cost was eighteen cents per ton mile. Based upon a year's hauling activities the difference is an important one.

According to estimates 350,000 motor trucks will be produced in the United States during the present year. While this number is not expected to meet the demand, it will relieve the shortage existing at present to a marked degree.

The motor truck and the concerted campaign for highway improvement have opened a new era of transportation.

Itself carries the essentials of light weight—a necessity in low operating costs. Developments for 1920 are essential in adding room and comfort to body dimensions. Bodies are being built by the Walker-Weiss Company of Amesbury, Mass., probably the leading builders of quality bodies in the world.

All of the bodies are coupled for unusual roominess, and this, coupled with easy riding which we have obtained through the use of full elliptic springs

and a flexible chassis, affords a car which we are safe in calling the easiest riding car that can be built.

Facilities for increasing production have been steadily added to in response to the steadily increasing demand for the Holmes car, and we will build for 1920 four models; the 7 passenger sedan, the 7 passenger touring car, the 5 passenger coupe and the 4 passenger roadster, each in sufficient quantity to take care of the estimated demand.

proved to be a blessing in disguise.

Undivided attention was now given to the manufacture of three new Malbohm models, temporary quarters were rented in Racine, and within one week the new factory was turning out cars. The company was now faced with the problem of finding a new location. Racine was examined in the light of the several requirements which location must give to every industrial organization, and was found wanting. A canvass was made of the whole middle West and Sandusky, Ohio, was selected as the future home of the Malbohm car.

Twenty-five acres of ground were purchased for the erection of the new buildings, and options were taken on enough additional land to take care of future growth. In April, 1919, the company moved into its new location and occupied temporary quarters pending the completion of its new buildings.

Despite this handicap and the fact that certain materials were almost impossible to obtain in sufficient quantities, fifteen "Light Sixes," on an average, were turned out each working day.

On November 15 of this year the company moved into its new buildings. These are 670 feet long and contain nearly 100,000 square feet of floor space, immediately adjoining the New York Central Railroad. They are of the one story, saw-tooth, fireproof, daylight construction, which gives plenty of light and air for ideal working conditions.

The new layout permits of a maximum production of fifty cars a day. Already twenty-five are being completed in each eight hours, and it is expected to keep this production schedule increasing gradually until the maximum is reached.

PEERLESS CONCENTRATES.

The entire factory facilities of the Peerless Motor Car Company are now devoted to the production of the Peerless two power range, eight cylinder passenger cars. Only the one chassis and bodies in the five approved open and enclosed types are manufactured.

Machinery and space formerly used for truck building are now taken up by the passenger car work. This procedure to keep this production schedule increasing dictated by the demand for the Peerless passenger cars and it will be adhered to throughout the year 1920.

The addition of four new buildings in the big Cleveland works has been have more than doubled the passenger car capacity of the Peerless plant.

NEW MOTOR SHOWN BY PAIGE COMPANY

Company's Own Design and Product Represents Three Years Work.

After three years of thorough study on the part of its engineers the Paige-Detroit Motor Car Company is introducing a new motor of its own design and make. This important acquisition is one of the many features of the new line of Paige open and closed passenger car models as exhibited at the automobile show.

Included in the new line are the Glenbrook "6-42," a five passenger light six; the "6-55" Essex seven passenger touring car; the Larchmont, a very distinctive four passenger sport model; the seven passenger sedan built on the larger chassis; a five passenger sedan built on the smaller chassis, and a novel five passenger coupe built on the larger chassis.

"The designing of a new motor, to be built by ourselves, that we could offer as the last word in engineering practice and the development of manufacturing facilities to meet the demand for our product that has heretofore kept beyond our utmost production are the outstanding tasks that have recently engaged us," says Harry M. Jewett, president of the Paige company.

"With every facility for research and experiment our engineers have been working with one definite object in mind, the production of a power plant of the maximum efficiency. This has been accomplished, and we are especially proud of the fact that it is an original Paige product, conceived by Paige engineers, built by Paige mechanics in the Paige shops.

"In it we have incorporated every approved feature that is known to automotive engineering. Thanks to the experience we gained in the production of automotive equipment for the Government during the war, our new motor represents many valuable features, both as to design and as to precise manufacture.

"The Paige has increased its plant and production equipment enormously during the last few years. The manufacturing facilities were greatly enlarged during the last twelve months. Yet the demand for our cars has ever continued in excess of our production, and during the last year we had orders for more than \$2,000 cars that we were unable to fill.

"In view of this we believe one of the most important announcements we have to make at this time is the fact that the new plant which we arranged for some time ago is well under way and will be in operation early in the year. It gives us not only the facilities for the building of our new Paige motor, but also enables us to double our production of both passenger cars and trucks. This new plant will be operated in addition to our present factory.

"The Glenbrook '6-42' model, equipped

with our new Paige motor, is an especially popular feature of our line. We believe the design with its straight line, double cowl, full crowned fenders and harmonious treatment will be found worthy of our reputation for beauty. There is ample room for five adult passengers, and with its fine upholstery, scientific distribution of weight, spring suspension and other features it offers exceptional comfort to the rider. The gas tank of the Glenbrook is in the rear. "Many, doubtless, will be interested

in our new series seven passenger Essex and in the smart Larchmont, which has made an extraordinary impression because of the originality and distinctiveness of its design. But we believe the new Paige enclosed models will attract a great deal of attention, because in our opinion they are the handsomest examples of the art of coach making and the most luxuriously appointed cars we have ever turned out.

"In addition to the seven passenger sedan, built on the larger chassis, and

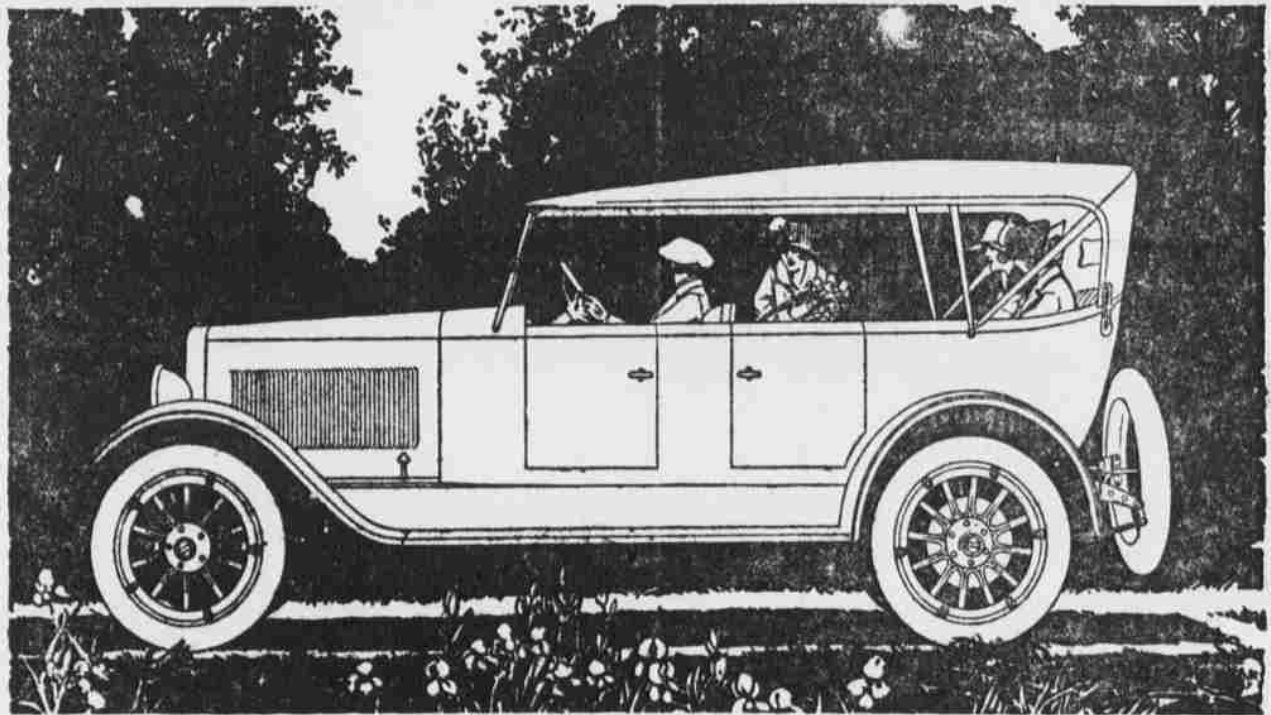
the five passenger four door sedan, built on the smaller chassis, there is a real novelty this year—a five passenger coupe. Here is an enclosed car every one will want to examine because it combines some of the advantages of the sedan with the coupe. The car is a very handsome one and its comfort in cold weather is greatly enhanced by its Perfection heater, which heats off the exhaust and is odorless. Distel wheels are optional equipment on all Paige models."

National

When you see this distinctive radiator at the Show, you will instantly note that the new, smartly continental National Sextet is distinguished by a pleasing lowness unduplicated in any other car, European or American.

POERTNER MOTOR CAR CO., Inc.
1759 Broadway Telephone Circle 1186

CHANDLER SIX Famous For Its Marvelous Motor



Chandler Strides into Full Leadership

If there has ever been any question as to Chandler leadership of the medium-priced fine car field, it is answered now. The great Chandler Six is sweeping its market. It displaces less efficient cars. It steps in to serve those who previously have chosen only high-priced cars. And it pleases everywhere.

From two thousand to three thousand discriminating Americans bought Chandler cars—open and closed—every month this Fall. And at no time has the demand been fully met. Thousands have waited months for their new Chandlers, and have felt repaid for waiting.

Nothing could more clearly show the regard in which America holds the Chandler Six, than the patience with which these thousands have waited for weeks and months for their Chandlers. They waited because they knew what they were waiting for—because they knew it was worth waiting for.

**If You Don't Want to Wait
Next Spring, Order Now**

SIX SPLENDID BODY TYPES

Seven-Passenger Touring Car, \$1895 Four-Passenger Roadster, \$1895
Four-Passenger Dispatch Car, \$1975
Seven-Passenger Sedan, \$2895 Four-Passenger Coupe, \$2795
Limousine, \$3395
All prices f. o. b. Cleveland

Elsey Motor Co.,
Concourse at 188th St., Bronx
W. C. D. Motor Car Co.,
Newark

HULETT
Motor Car Company
INCORPORATED
1884 Broadway at 62nd Street

Farrell Auto Co.,
Brooklyn
Hudson Boulevard Garage,
Jersey City

CHANDLER MOTOR CAR COMPANY

CLEVELAND, OHIO

WESTCOTT The Car with a Longer Life

AT THE AUTOMOBILE SHOW! The car with a longer life will be there in a new dress. The distinctiveness of the design, the fascinating two-tone color-scheme, the unusual completeness of the car's equipment, will attract thousands to the Westcott exhibit. Of these thousands a few will look underneath the paint to the goodness within. These will form their judgment of the car—not on the things that are new today, only to become old before another show rolls around—but upon those hidden qualities which mean life and service. The evidence that Westcott is the car with a longer life, and the car of more genuine comfort during every year of that long life, may be found within the car itself if you will but look for it.

WESTCOTT MOTOR COMPANY

OTTO W. HECK, General Manager

1838 Broadway Phone Columbus 8645

THE LIGHTER SIX

115-Inch Wheelbase
Five-Passenger Touring
Two-Passenger Roadster
Three-Passenger Coupe
(Straight Seat)
Five-Passenger Sedan

THE LARGER SIX

125-Inch Wheelbase
Seven-Passenger Touring
Five-Passenger Touring
Seven-Passenger Limousine-Sedan

